



RETAILERS ASSOCIATION  
of MASSACHUSETTS

June 17, 2011

*The Voice of Retailing*

Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

**Officers**

**Chairman**

Jerome E. Murphy  
M. Steiner & Sons  
Company, Inc.

**Vice Chairman**

Larry E. Mulvey  
Foodmaster Supermarkets

**Secretary**

Thomas R. Zapf  
Macy's

**Treasurer**

Howard M. Honigbaum  
Auto Sound Co., Inc.

**Executive Staff**

**President**

Jon B. Hurst

**Vice President**

William C. Rennie

**General Counsel**

Ryan C. Kearney

**Membership Director**

Andrea K. Shea

**Finance Manager**

Judy Murphy

WT Docket No. 11-65

Dear Chairman Genachowski and Commissioners:

As President of the Retailers Association of Massachusetts (RAM), a statewide association representing more than 3,200 retail businesses across the state, it is my firm belief that the merger of AT&T and T-Mobile is good for small retailers in Massachusetts and nationwide.

The reason I believe this merger is beneficial stems from the fact that AT&T is promising to deliver 4G LTE wireless service to more than 97% of all Americans. With 4G LTE available to that many Americans, small town retailers will be able to take advantage advanced applications that will help them effectively and efficiently expand their businesses without incurring additional expenses.

With 4G LTE Internet, business discount applications like Groupon and LivingSocial will become more accessible to small retailers and businesses looking to capitalize on the coupon craze to reach new and potential customers. These applications no longer need to be solely the province of large national chains. With 4G LTE available in small towns and rural communities, small Main Street retailers in Massachusetts will have the opportunity to thrive and grow just like their larger urban counterparts, all through expanded mobile broadband access.

In addition to enabling small retailers to take advantage of retail applications, these business owners will be able to utilize interactive conferencing and inventory programs to monitor and grow their businesses. This is especially true in the small and underserved portions of Massachusetts where advanced wireless access seemed a far-off concept prior to the announcement of the AT&T and T-Mobile merger.

The merger of AT&T and T-Mobile takes two strong and compatible networks to create one great network that will extend reach to more retailers and their customers in more communities in our country. This will result in increased business, especially for businesses located in areas previously untouched by mobile broadband access.

All in all, I view this merger as a real benefit to the small businesses and retailers across Massachusetts; therefore, I believe the Federal Communications Commission should approve this merger swiftly.

Sincerely,



Jon Hurst